

Use of ICT's to Increase
Uptake of Agricultural
Technologies among Malawian
Farmers



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TRUST



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Small-scale farmers produce most of the food in Africa, but too often can't make ends meet. That's why we turn to a simple and accessible tool: **RADIO**.

Farm Radio Trust



We promote innovative Radio and ICT based farmer advisory and extension services throughout Malawi since 2011.

We want to see a world filled with information for sustainable livelihoods of farming communities

Current challenges we are solving...

- Inaccessible Agricultural Extension services due to limited extension worker,
 - Limited access to information
 - Lack of accessible markets
 - Inaccessible & unaffordable Inputs (seeds, fertiliser, chemicals etc)
- ❖ FRT provides extension services through use of ICTs such as radio, SMS, farmer mediated video, IVR and the Mlimi Hotline call centre.
 - ❖ FRT Partnered with Farm Radio International (FRI), to implement a project to examine the role of ICT in scaling up agricultural technology adoption.
 - ❖ We focus on the adoption of agricultural technology e.g soya bean inoculants and chemicals to treat FAW in one district.
 - ❖ We searching for availability of inputs and long distance travel to obtain inputs.

Scaling dimensions

Horizontal Scaling (scaling-out): The process of expanding impact through replication, - e.g., from one geographical area to another (quantitative)

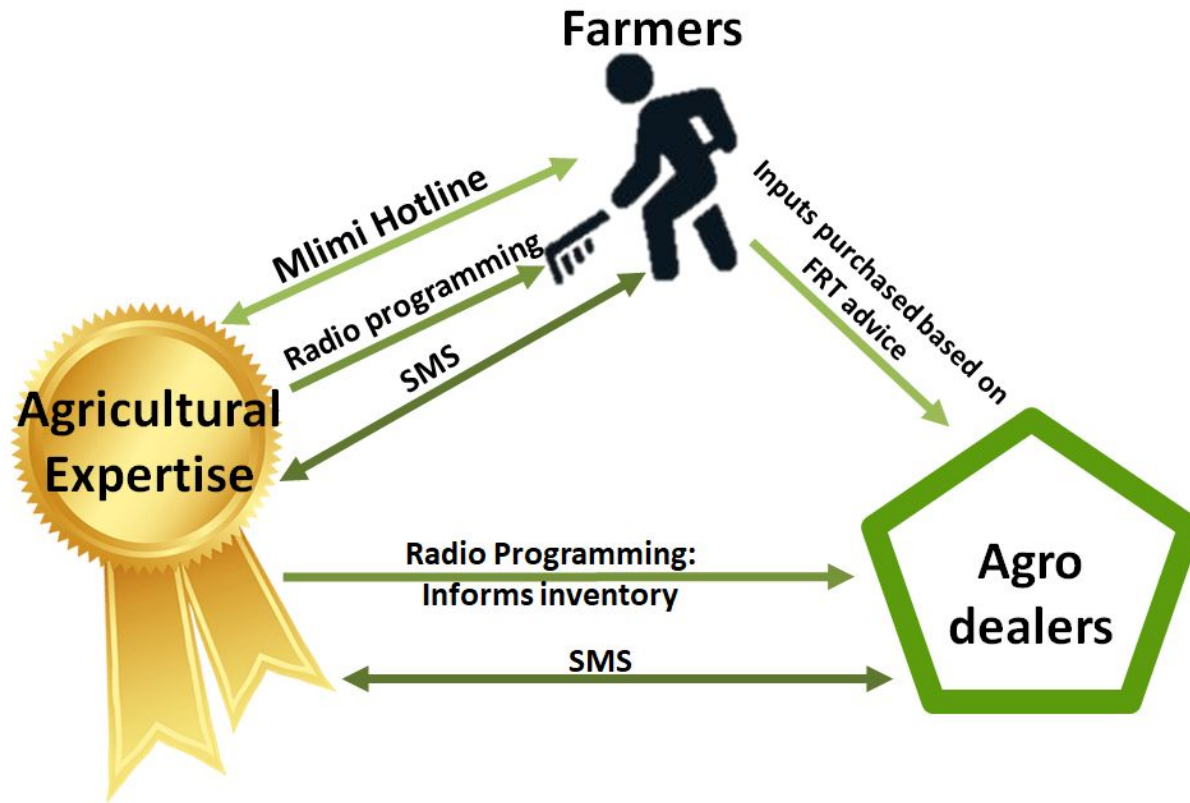
Vertical Scaling: Changing the policy / institutional environment through higher level influencing, - e.g., moving from a local or provincial engagement to a nationwide engagement (institutional)

Functional Scaling: Expanding the functional scope of an innovation, - e.g. adding processing and marketing components to a project initially focusing on crop production (diversification)

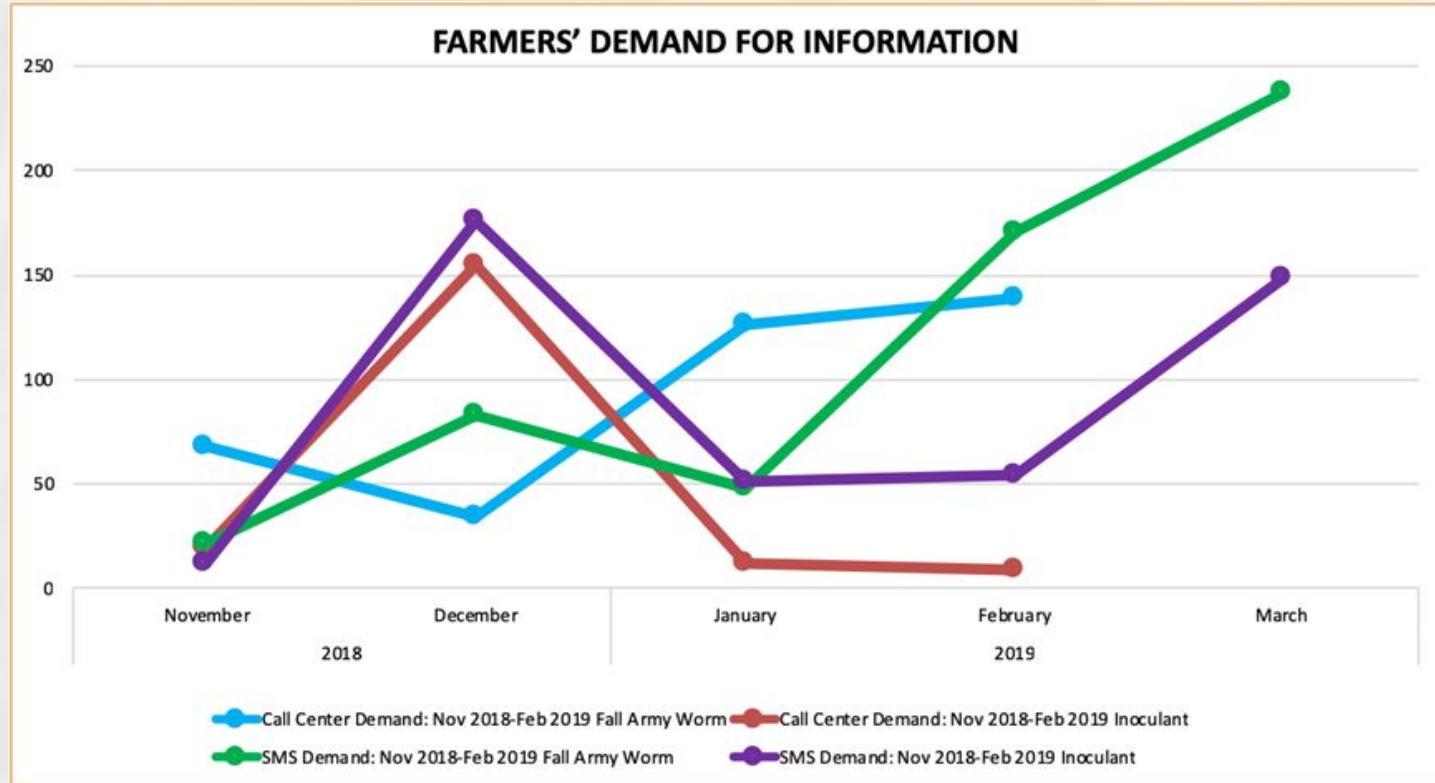
ICT Model

- We Promote use of inoculant & FAW in the Mchinji district through multimedia platforms such as radio, call centre, SMS, and social media, enhanced with GIS
- Mlimi Hotline: A toll free line accessible on the two major mobile networks (Airtel & TNM) that allows farmers and extension workers to obtain expert agricultural assistance for different value chains.
- Using GIS to pinpoint the exact locations of agro dealers and input demand (farmers location)





Demand Generation



GIS Database

- Name of dealer
- GPS coordinates
- Hours of operation
- Extension Planning Area (EPA)
- ICT Hub name and location
- Seasonal or all year round
- Regular stock supplied
- Contact number



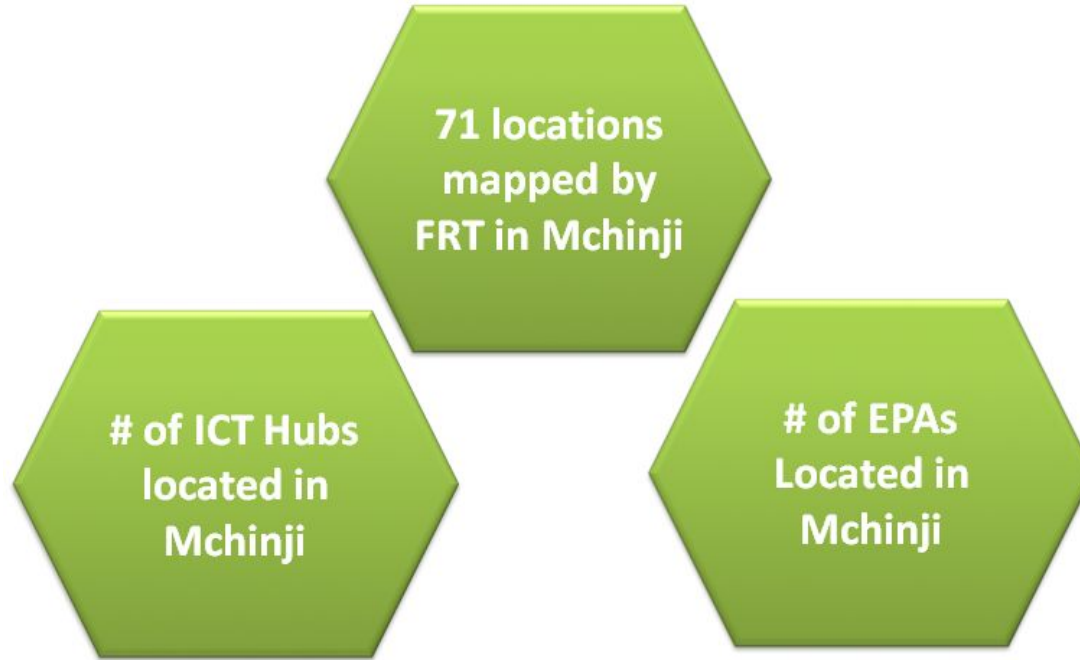
Subscription model

Agro dealers in our GIS database pay a subscription fee to have access to a larger customer base and insight to input demand to improve their inventory and ultimately increase sales.

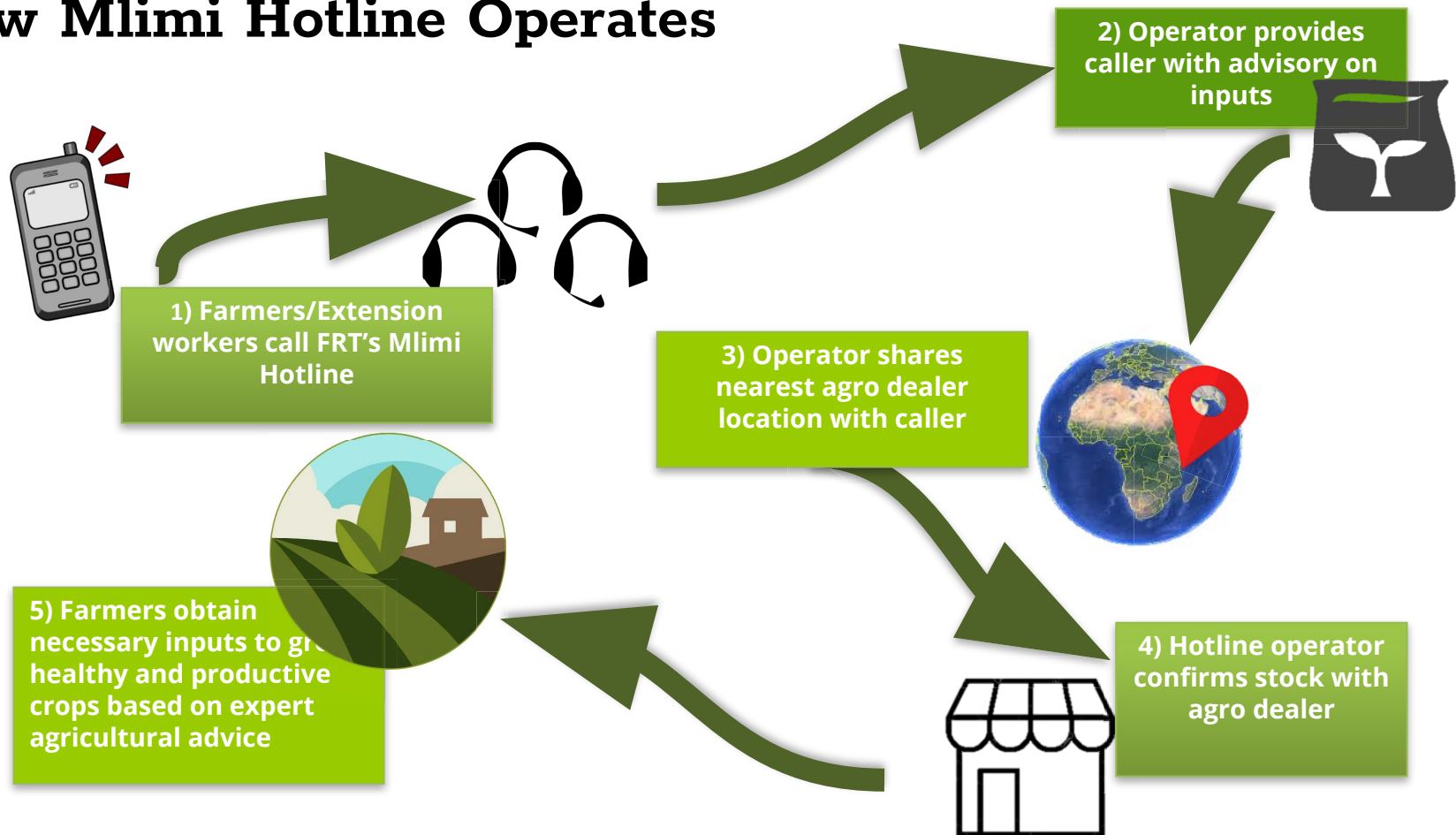
Farmers pay a small fee for push SMS and call backs from the Mlimi Hotline that provide them with agro dealer inventory and hours of operation.



Agro Dealer Locations in Mchinji



How Mlimi Hotline Operates



FRT Operations In Mlimi Hotline

Push SMS from Mlimi Hotline to the agro dealer to inquire about:

- Input inventory
- Price

Push SMS, Whatsapp, or provide a call back to the farmer to provide agro dealer's inventory of the specific input they are seeking:

- Small fee charged for push and call back service
- Agro dealer can decide to deliver to communities if demand is justified.

Results of the ICT use

- Demand for Soya bean inoculant among agro dealers in Mchinji increased by at least 15%
- Demand for chemicals to control FAW such as Steward, Decis Forte, Snowcrown, Deltanex and Belt increased among agro dealers

Future Opportunities

In the process of developing a mobile application to streamline the system

Upscaling to make the database applicable to all of Malawi:

- Over 100 GPS locations and contact numbers already obtained for nation wide agro dealers
- Mapping farm lands and crop distributions across Malawi





Thank you! Zikomo!

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